

## **WHAT IS CLAIMED IS**

1. A method for selling jewelry comprising the steps of:

providing a collection of jewelry having a defined style and including means for ornamentation;

developing a first advertising theme, the advertising theme tying the style of the collection of jewelry with a first geographically defined region;

developing a second advertising theme, the second advertising theme identifying means for ornamentation with a second and smaller geographically defined region within the first geographically defined region; and

selecting a piece of jewelry from the means for ornamentation and tailoring the selected piece of jewelry.

2. The method of claim 1, wherein the step of providing further includes a plurality of jewelry selections in each collection of jewelry, the second theme of advertising being developed for the plurality of selections of jewelry, each selection of jewelry having a style that defines a variation on the style of the jewelry collection, the second theme of advertising being variation on the theme of advertising of the jewelry collection.

3. The method of claim 1, wherein the step of providing includes indicia defining the theme of the collection of jewelry.

4. The method of claim 1, wherein the step of selecting includes selecting at least one precious stone for mounting in the selected piece of jewelry.

5. The method of claim 1, wherein the step of selecting includes selecting at least one accent stone for mounting in the selected piece of jewelry.

6. The method of claim 1, wherein the step of developing includes selecting a geographically defined entity and defining a theme of heritage for one collection of jewelry associated with the geographic entity.

7. The method of claim 1, wherein the step of developing a first advertising theme further includes relating the advertising theme to a State, the State being a State within the United States of America.

8. The method of claim 1, wherein the step of developing a first advertising theme further includes relating the heritage of the target population with the collection of jewelry.

9. The method of claim 2, wherein the step of developing a second advertising theme for the selection of jewelry further includes developing the secondary advertising theme to define the second geographically defined region as a site within in the first geographically defined region.

10. The method of claim 7, wherein the secondary advertising theme includes identifying the selection of jewelry in honor of at least one of a city, a man made feature, or a natural geographic feature within a State.

11. The method of claim 1, wherein the step of providing includes providing a collection of jewelry having an art deco style.

12. The method of claim 1, wherein the step of providing includes means for ornamentation primarily made from one or more precious metals.

13. The method of claim 1, wherein the step of providing includes means for ornamentation made at least partially of platinum.

14. A method for selling jewelry comprising the steps of:

providing at least one collection of jewelry having a style, the at least one collection of jewelry including means for ornamentation;

developing a first theme for advertising the collection of jewelry, the first advertising theme relating the style of the collection of jewelry with a first target population in a first geographically defined region;

a plurality of selections of jewelry being defined in each collection of jewelry;

developing a second theme for advertising for each selection of jewelry, the second theme for advertising being related to the first theme for advertising and being associated with a second smaller target population within the first target population, the second theme for advertising defining a site within the first geographically defined region.; and

selecting means for ornamentation from a selection of jewelry and tailoring the selected means for ornamentation.

15. The method of claim 14, wherein the step of developing an advertising theme further includes relating the advertising theme to a heritage of a State, the State being a State within the United States of America.

16. The method of claim 15, wherein the site for the secondary advertising theme includes at least one of a city, a man made feature, or a natural geographic feature within the State.

17. The method of claim 14, wherein the step of providing includes providing the collection of jewelry having an art deco style.

18. A method for selling jewelry comprising the steps of:

providing at least one collection of jewelry having a style, the at least one collection of jewelry including means for ornamentation;

developing a first theme for advertising the collection of jewelry, the first advertising theme relating the style of the collection of jewelry with a heritage of a defined target population of a State in the United States of America;

a plurality of selections of jewelry being defined in each collection of jewelry;

developing a second theme for advertising for each selection of jewelry, the second theme for advertising being related to the first theme for advertising and being associated with a portion of the defined target population of a site in the State; and

selecting means for ornamentation from a selection of jewelry and tailoring the selected means for ornamentation.

19. The method of claim 18, wherein the site of the secondary advertising theme includes at least one of a city, a man made feature, or a natural geographic feature within the State.

20. The method of claim 18, wherein the step of providing includes providing a collection of jewelry having an art deco style.